**Communication Plan**

**Target Audience - Feedlot Producers**

* News articles:
  + Alberta Beef and Western Producer (articles on program, why, benefits, where to get more info….),
  + Canadian Cattlemen (series of educational articles on program – general on benefits of program and what it is, where to get more info, and series of articles by assessment section describing requirements within each section)
  + Provincial feeder association newsletter articles e.g. Ringside
  + Provincial feeder association websites with linkages to NCFA website with information on program e.g. assessment document, generic templates for protocols, power point training presentations, program training certification…
* Promotional Brochure Handout – printed for handout and on NCFA and provincial feeder association websites
  + Summarizes program benefits and requirements
  + Give to Provincial Associations to mail out to their members and give at producer meetings
  + Get communication firm to professionally develop with Joyce e.g. Woodruff (Susan Groeneveld) – costs?
* Work through feedlot veterinarians and nutritionists to get the word out and to encourage them to help their clients implement program requirements (see communication plan below)
* Through SPCA and NFACC and provincial FAC e.g. AFAC – newsletters and presentations at annual conventions – can develop these so 1st article on general program/benefits/where to get more information, and then next series of articles on specific sections of the program
* ACFA field rep – Ernie Kimak – to help increase awareness – can handout NCFA promotional brochure on program and tell people where to get more information on NCFA website and to work with their vet/nutritionist
* NCFA webinars with linkages to provincial feeder association
  + Can be broken into sections with different experts knowledgeable on program giving the talks
    - E.g. reason for program, benefits, why get involved – Bryan, John Schooten, and our packer reps and Geoff (SPCA)
    - Breakdown by sections e.g. Facilities – Karen, Transport – Jennifer… (could do with PAACO section writers if willing)
    - These persons would develop a power point presentation with voice over and then give it live at set date/time and then have it available on NCFA website later for use by others whenever.
  + Webinars could be then kept on NCFA website for others to look at later
* Producer conventions – get the word out, promotional brochure handout, summary presentation at general meetings (with pre-convention training seminars – on full program requirements)
* Processor/packer procurement teams (cattle buyers) – get the word out to feedlot producers and why they should get involved – give them the promotional brochures as well for handout

**Target Audience - Feedlot Veterinarians and Nutritionists**

* Written article for CABV and WCABP newsletters and on their websites
* Written article in Canadian Veterinary Journal (Joyce/Sherry/Brian?) and Canadian Journal of Animal Science (Karen/Jennifer?)
* Presentations at CABV and WCABP and provincial vet association annual meetings
* Presentations at animal science meetings
* Get CABV and WCABP to send out to its members the NCFA promotional brochure with info on NCFA website linkages/documents; get promotional brochure copies to vet clinics to handout to feedlot clients
* Make list of feedlot nutritionists and get information out to them and invite to training meetings as well (specific articles on the feed/nutrition management section and expectations of program in this section

**Training Plan for Canadian Feedlot Animal Care Assessment Program**

**Feedlot Producers - provincial GF2$ to develop (federal GF2 dollars for translation into French)**

* Website training site on NCFA
  + Written document to review summarizing each section of the assessment guide with a quiz at the end of each section
    - 70% passing mark required for each section
    - Must pass each section before can move on to the next section
    - Can go back and review material in section to help answer questions
    - Can log on and off at different times to complete training
    - Copy of Canadian Feedlot Animal Care Assessment Guide available as a resource
  + Certificate of training after successful completion
  + Database to track # trained feedlots and staff, veterinarians, nutritionists
* NCFA website (English, French versions)
  + Web-based training modules as described above with certificate of completion and database to track these
  + Will have Canadian Feedlot Animal Care Assessment Guide available for producers to download
  + Will have the generic templates for SOPs available for download and modification (in pdf and word file formats)
  + Power point training presentation on Beef Code of Practice (English, Spanish – exists already on ACFA website – need to link to NCFA website and link to other provincial feeder associations)
  + Power point training presentation on Canadian Feedlot Animal Care Assessment program
  + Website linkages to NFACC and Canadian Beef Code of Practice
  + Website linkages to provincial FAC e.g. AFAC and SPCA, CFIA Transport regulations
* Producer Training workshops in local areas – in person by NCFA Animal Care Advisory Committee members
  + +/- on-site feedlot demonstration with participating feedlot and local vet/nutritionist and PAACO certified trainer
  + ABIC pre-convention seminars, as well as link with other provincial association annual meetings
  + Workshop presentations, pending time available, could be on entire program or on just on specific sections of the program e.g. Euthanasia, Wilful acts of abuse/egregarious acts of neglect….

**Feedlot Veterinarians and Nutritionists (Train the Trainer – federal GF2$)**

* Can use NCFA web based training as producers have but certificates and database will store information as vets and nutritionists to distinguish from producer
  + Require an 90% passing mark to get a certificate of completion
* Vet/Nutritionist Training workshops: in person with CE credits, by trained personnel from NCFA Animal Care Advisory Committee
* Website linkages of CABV and WCABP and provincial vet associations and ANAC to NCFA website on program – can access and use program training powerpoint presentations, etc. which they can download and also use in teaching their own feedlot clients as well

**Livestock Truckers**

* Add training to CLT training – Jennifer Woods to do

**Feedlot Benchmarking**

– we need to collect audit data results to refine and update audit tool and create minimal scores for each section and overall for the audit tool to get PAACO recertification – due before end of Dec 2016 (resubmit to PAACO by mid Dec 2016)

* Conduct more feedlot pilot assessment tests and collect and collate data
  + Work with practicing feedlot veterinarians
* Conduct producer survey
  + Different sizes and management systems and season across Canada
  + Work with provincial feeder associations to conduct survey
  + Hire professional company to do this?
* Collect information from audits that are conducted over time
  + How to do this and maintain confidentiality?
  + He who pays for the audit owns the audit data
  + Can something be worked out with processors and have information blinded and then can be downloaded in NCFA central database
    - E.g. tablet with audit tool “ap” for feedlot auditors to use to collect audit information while doing a feedlot audit, create audit reports, and also download summary audit information easily into NCFA central database or processor database with confidential summary data on criteria and scores to NCFA for use improving audit tool?